

IN THE CLAIMS

Please amend the claims to be in the form as follows:

Claim 1 (currently amended): An apparatus useful with an entertainment system, the apparatus comprising:

- a. a persistent data store having a plurality of storage locations to store a plurality of user preference data for a corresponding plurality of entertainment system users, wherein individual storage locations are dedicated to store user preference data for an individual system user;
- b. a user detection system; and
- c. a profile processor, communicatively coupled to the persistent data store and the user detection system, the profile processor programmed to:
 - i. automatically detect which users of the plurality of entertainment system users are currently within a predetermined viewing area; and
 - ii. automatically create a composite user profile, useful for generating a set of recommended entertainment options from a set of available entertainment options, the composite user profile being based on the profiles of each of the plurality of users currently within the predetermined viewing area.

Claim 2 (previously presented): The apparatus of claim 1 wherein the user detection system comprises at least one of a computer vision system, a voice recognition system, a fingerprint recognition system, or a handprint recognition system.

Claim 3 (original): The apparatus of claim 2 wherein the computer vision system identifies faces in the detected imagery.

Claim 4 (original): The apparatus of claim 1 wherein the profile processor is further programmed to monitor interaction of users with the entertainment system,